

09/89 2,732 EAST

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	629	liQ	US-PGPUB	OR	OFF	2004/12/07 15:01
L2	0	1 and (shop near3 chat)	US-PGPUB	OR	OFF	2004/12/07 15:01
L3	0	1 and (shop\$4 near3 chat\$4)	US-PGPUB	OR	OFF	2004/12/07 15:02
L4	0	liQ near5 assignee	US-PGPUB	OR	OFF	2004/12/07 15:02
L5	0	"liQ.inc"	US-PGPUB	OR	OFF	2004/12/07 15:02
L6	0	"liQ." and (incorporated or "inc.")	US-PGPUB	OR	OFF	2004/12/07 15:03
L7	0	"LiQ."	US-PGPUB	OR	OFF	2004/12/07 15:03
L8	629	liQ	US-PGPUB	OR	OFF	2004/12/07 15:03
L9	5	shop near3 Chat	US-PGPUB	OR	OFF	2004/12/07 15:07
L10	0	"705"/\$.ccls. and (shop near3 chat)	USPAT	OR	OFF	2004/12/07 15:08
L11	0	"705"/\$.ccls. and (shop near3 chat)	USPAT	OR	OFF	2004/12/07 15:08
L12	9626	"705"/\$.ccls.	USPAT	OR	OFF	2004/12/07 15:08
L13	2	12 and (chat\$4 near3 shop\$4)	USPAT	OR	OFF	2004/12/07 15:14
L14	1	chat near shop	USPAT	OR	OFF	2004/12/07 15:28
L15	0	((shop\$4 near3 together) near3 (internet or www or web))	USPAT	OR	OFF	2004/12/07 15:29
L16	28	(shop\$4 near3 together) and "705"/\$.ccls.	USPAT	OR	OFF	2004/12/07 15:39
L17	5	16 and ((internet or web or www or online or (on near line)) with together)	USPAT	OR	OFF	2004/12/07 15:39
L18	28	16 and ((internet or web or www or online or (on near line)) (w) together)	USPAT	OR	OFF	2004/12/07 15:41

09892732 second Dialog search

Dec 7, 2004 by KHL

Refocus on the "shop together" idea since that would mean both are on-line and there may be info traded about what the other computer is viewing...

?ds

Set Items Description

S1 450 SHOP?(3N)TOGETHER(3N)(INTERNET? OR WWW OR WEB)

S2 364 S1 NOT PY>2000

S3 94 SHOP?(W)TOGETHER(3N)(INTERNET? OR WEB OR ONLINE OR
ON(W)LINE)

S4 53 RD (unique items)

S5 42 S4 NOT PY>2000

?show files

File 15:ABI/Inform(R) 1971-2004/Dec 07

(c) 2004 ProQuest Info&Learning

File 9:Business & Industry(R) Jul/1994-2004/Dec 06

(c) 2004 The Gale Group

File 623:Business Week 1985-2004/Dec 07

(c) 2004 The McGraw-Hill Companies Inc

File 810:Business Wire 1986-1999/Feb 28

(c) 1999 Business Wire

File 275:Gale Group Computer DB(TM) 1983-2004/Dec 07

(c) 2004 The Gale Group

File 624:McGraw-Hill Publications 1985-2004/Dec 07

(c) 2004 McGraw-Hill Co. Inc

File 813:PR Newswire 1987-1999/Apr 30

(c) 1999 PR Newswire Association Inc

File 636:Gale Group Newsletter DB(TM) 1987-2004/Dec 07

(c) 2004 The Gale Group

File 621:Gale Group New Prod.Annou.(R) 1985-2004/Dec 07

(c) 2004 The Gale Group

File 16:Gale Group PROMT(R) 1990-2004/Dec 07

(c) 2004 The Gale Group

File 160:Gale Group PROMT(R) 1972-1989

(c) 1999 The Gale Group

File 148:Gale Group Trade & Industry DB 1976-2004/Dec 06

(c) 2004 The Gale Group

File 20:Dialog Global Reporter 1997-2004/Dec 07

(c) 2004 The Dialog Corp.

File 35:Dissertation Abs Online 1861-2004/Nov (c) 2004 ProQuest Info&Learning

File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13 (c) 2002 The Gale Group

File 2:INSPEC 1969-2004/Nov W4 (c) 2004 Institution of Electrical
Engineers

File 65:Inside Conferences 1993-2004/Dec W1

(c) 2004 BLDSC all rts. reserv.
File 233:Internet & Personal Comp. Abs. 1981-2003/Sep
(c) 2003 EBSCO Pub.
File 99:Wilson Appl. Sci & Tech Abs 1983-2004/Oct
(c) 2004 The HW Wilson Co.
File 473:FINANCIAL TIMES ABSTRACTS 1998-2001/APR 02
(c) 2001 THE NEW YORK TIMES
File 474:New York Times Abs 1969-2004/Dec 06
(c) 2004 The New York Times
File 475:Wall Street Journal Abs 1973-2004/Dec 06
(c) 2004 The New York Times
File 387:The Denver Post 1994-2004/Dec 03
(c) 2004 Denver Post
File 471:New York Times Fulltext 90-Day 2004/Dec 07
(c) 2004 The New York Times
File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06
(c) 2002 Phoenix Newspapers
File 494:St LouisPost-Dispatch 1988-2004/Dec 02
(c) 2004 St Louis Post-Dispatch
File 498:Detroit Free Press 1987-2004/Dec 03
(c) 2004 Detroit Free Press Inc.
File 631:Boston Globe 1980-2004/Dec 05
(c) 2004 Boston Globe
File 633:Phil.Inquirer 1983-2004/Dec 05
(c) 2004 Philadelphia Newspapers Inc
File 638:Newsday/New York Newsday 1987-2004/Dec 06
(c) 2004 Newsday Inc.
File 640:San Francisco Chronicle 1988-2004/Dec 07
(c) 2004 Chronicle Publ. Co.
File 641:Rocky Mountain News Jun 1989-2004/Dec 03
(c) 2004 Scripps Howard News
File 702:Miami Herald 1983-2004/Dec 03
(c) 2004 The Miami Herald Publishing Co.
File 703:USA Today 1989-2004/Dec 06
(c) 2004 USA Today
File 704:(Portland)The Oregonian 1989-2004/Dec 06
(c) 2004 The Oregonian
File 713:Atlanta J/Const. 1989-2004/Dec 05
(c) 2004 Atlanta Newspapers
File 714:(Baltimore) The Sun 1990-2004/Dec 05
(c) 2004 Baltimore Sun
File 715:Christian Sci.Mon. 1989-2004/Dec 07
(c) 2004 Christian Science Monitor
File 725:(Cleveland)Plain Dealer Aug 1991-2004/Dec 05

(c) 2004 The Plain Dealer
File 735:St. Petersburg Times 1989- 2004/Dec 05
(c) 2004 St. Petersburg Times
File 476:Financial Times Fulltext 1982-2004/Dec 07
(c) 2004 Financial Times Ltd
File 477:Irish Times 1999-2004/Dec 05
(c) 2004 Irish Times
File 710:Times/Sun.Times(London) Jun 1988-2004/Dec 06
(c) 2004 Times Newspapers
File 711:Independent(London) Sep 1988-2004/Dec 01
(c) 2004 Newspaper Publ. PLC
File 756:Daily/Sunday Telegraph 2000-2004/Dec 07
(c) 2004 Telegraph Group
File 757:Mirror Publications/Independent Newspapers 2000-2004/Dec 07
(c) 2004

?

09/892732 Dialog Search

Dec 7, 04 by kmc

?ds

Set Items Description

S1 7233 (AIM OR ICQ OR INSTANT(W)(MESSAG? OR MESSENG?))(5N)(AD
OR -

ADS OR ADVERTI? OR BANNER OR POPUP OR POP(W)UP OR
PROMOTION?)

NOT PY>2000

S2 155 S1(11N)(BUDDY OR BUDDIES OR FRIEND? OR FAMILY OR UNCLE
OR -

AUNT OR MOTHER OR FATHER OR BROTHER OR SISTER OR CHILD OR
SON

OR DAUGHTER)

S3 110 RD (unique items)

S4 18362822 (BUDDY OR BUDDIES OR FRIEND? OR FAMILY OR UNCLE OR
AUNT OR:

MOTHER OR FATHER OR PARENT OR PARENTS OR BROTHER OR
SISTER OR

CHILD OR SON OR DAUGHTER)

S5 48 SONY AND FRIENDFACTORY

S6 31 RD (unique items)

S7 0 L4 (11N)(INSTANT? OR INSTANT? OR IMMEDIAT? OR AUTOMAT?
OR -

REALTIME? OR REAL(W)TIME)(5N)(ALERT? OR REPORT? OR WARN?
OR N-

OTIF? OR INFORM)(5N)(WEBSITE OR WEB(W)(SITE? OR PAGE?) OR
URL

OR WEBPAGE) NOT PY>2000

S8 29 L4 (11N)(ALERT? OR REPORT? OR WARN? OR NOTIF? OR
INFORM?)(-

5N)(WEBSITE OR WEB(W)(SITE? OR PAGE?) OR URL OR WEBPAGE)

S9 9 RD (unique items)

S10 14874 S4 (11N)(ALERT? OR REPORT? OR WARN? OR NOTIF? OR
INFORM?)(-

5N)(WEBSITE OR WEB(W)(SITE? OR PAGE?) OR URL OR WEBPAGE)

NOT -

PY>2000

S11 465 S10(11N)(INSTANT? OR IMMEDIAT? OR AUTOMAT? OR
REALTIME? OR

REAL(W)TIME)

S12 340 S10(5N)(INSTANT? OR IMMEDIAT? OR AUTOMAT? OR REALTIME?
OR -

REAL(W)TIME)

S13 267 S12 NOT FRIENDLY
S14 11 S13 NOT INFORMATION
S15 116 (CHILD? OR SON OR DAUGHTER)(5N)(REPORT? OR ALERT? OR
WARN?)

OR NOTIF?)(5N)(VISIT? OR VIEW? OR SURF?)(5N)(URL? OR
WEBPAGE?)

OR WEBSITE? OR WEB(W)(PAGE? OR SITE?)) NOT PY>2000

S16 82 RD (unique items)

?show files

File 15:ABI/Inform(R) 1971-2004/Dec 06

(c) 2004 ProQuest Info&Learning

File 9:Business & Industry(R) Jul/1994-2004/Dec 03

(c) 2004 The Gale Group.

File 623:Business Week 1985-2004/Dec 06

(c) 2004 The McGraw-Hill Companies Inc

File 810:Business Wire 1986-1999/Feb 28

(c) 1999 Business Wire

File 275:Gale Group Computer DB(TM) 1983-2004/Dec 06

(c) 2004 The Gale Group

File 624:McGraw-Hill Publications 1985-2004/Dec 06

(c) 2004 McGraw-Hill Co. Inc

File 813:PR Newswire 1987-1999/Apr 30

(c) 1999 PR Newswire Association Inc

File 636:Gale Group Newsletter DB(TM) 1987-2004/Dec 06

(c) 2004 The Gale Group

File 621:Gale Group New Prod.Annou.(R) 1985-2004/Dec 06

(c) 2004 The Gale Group

File 16:Gale Group PROMT(R) 1990-2004/Dec 06

(c) 2004 The Gale Group

File 160:Gale Group PROMT(R) 1972-1989

(c) 1999 The Gale Group

File 148:Gale Group Trade & Industry DB 1976-2004/Dec 06

(c) 2004 The Gale Group

File 20:Dialog Global Reporter 1997-2004/Dec 06

(c) 2004 The Dialog Corp.

File 35:Dissertation Abs Online 1861-2004/Nov

(c) 2004 ProQuest Info&Learning

File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13

(c) 2002 The Gale Group

File 2:INSPEC 1969-2004/Nov W4

(c) 2004 Institution of Electrical Engineers

File 65:Inside Conferences 1993-2004/Dec W1

(c) 2004 BLDSC all rts. reserv.

File 233:Internet & Personal Comp. Abs. 1981-2003/Sep

(c) 2003 EBSCO Pub.
File 99:Wilson Appl. Sci & Tech Abs 1983-2004/Oct
(c) 2004 The HW Wilson Co.
File 473:FINANCIAL TIMES ABSTRACTS 1998-2001/APR 02
(c) 2001 THE NEW YORK TIMES
File 474:New York Times Abs 1969-2004/Dec 03
(c) 2004 The New York Times
File 475:Wall Street Journal Abs 1973-2004/Dec 03
(c) 2004 The New York Times
File 387:The Denver Post 1994-2004/Dec 03
(c) 2004 Denver Post
File 471:New York Times Fulltext 90-Day 2004/Dec 06
(c) 2004 The New York Times
File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06
(c) 2002 Phoenix Newspapers
File 494:St LouisPost-Dispatch 1988-2004/Dec 02
(c) 2004 St Louis Post-Dispatch
File 498:Detroit Free Press 1987-2004/Dec 03
(c) 2004 Detroit Free Press Inc.
File 631:Boston Globe 1980-2004/Dec 03
(c) 2004 Boston Globe
File 633:Phil.Inquirer 1983-2004/Dec 03
(c) 2004 Philadelphia Newspapers Inc
File 638:Newsday/New York Newsday 1987-2004/Dec 05
(c) 2004 Newsday Inc.
File 640:San Francisco Chronicle 1988-2004/Dec 05
(c) 2004 Chronicle Publ. Co.
File 641:Rocky Mountain News Jun 1989-2004/Dec 03
(c) 2004 Scripps Howard News
File 702:Miami Herald 1983-2004/Dec 03
(c) 2004 The Miami Herald Publishing Co.
File 703:USA Today 1989-2004/Dec 04
(c) 2004 USA Today
File 704:(Portland)The Oregonian 1989-2004/Dec 05
(c) 2004 The Oregonian
File 713:Atlanta J/Const. 1989-2004/Dec 05
(c) 2004 Atlanta Newspapers
File 714:(Baltimore) The Sun 1990-2004/Dec 03
(c) 2004 Baltimore Sun
File 715:Christian Sci.Mon. 1989-2004/Dec 06
(c) 2004 Christian Science Monitor
File 725:(Cleveland)Plain Dealer Aug 1991-2004/Dec 05
(c) 2004 The Plain Dealer
File 735:St. Petersburg Times 1989- 2004/Dec 05

(c) 2004 St. Petersburg Times

File 476:Financial Times Fulltext 1982-2004/Dec 06

(c) 2004 Financial Times Ltd

File 477:Irish Times 1999-2004/Dec 05

(c) 2004 Irish Times

File 710:Times/Sun.Times(London) Jun 1988-2004/Dec 04

(c) 2004 Times Newspapers

File 711:Independent(London) Sep 1988-2004/Dec 01

(c) 2004 Newspaper Publ. PLC

File 756:Daily/Sunday Telegraph 2000-2004/Dec 06

(c) 2004 Telegraph Group

File 757:Mirror Publications/Independent Newspapers 2000-2004/Dec 06

(c) 2004

?

[Return to the USPTO NPL Page](#) | [Help](#)



[Advanced Search](#)



[Topic Guide](#)



[Publication Search](#)

[Marked List](#)
[My Research Summary](#)

Interface language:
[English](#)

Databases selected: Multiple databases...

[NEW! Alerts and more](#)

Document View

[« Back to Results](#)

[< Previous](#) Document 2 of 2

[Publisher Information](#)

[Print](#)

[Email](#)

[Mark Document](#)

[Abstract](#) [Full Tex](#)



LiQ, Inc. Makes Gift-Giving Easier with Online Paging; Shop & Chat Technology Lets Consumers Make Decisions Together

Business Editors. Business Wire. New York: Dec 21, 1999. pg. 1

[» Jump to full text](#)

People: Shah, Abbas

Author(s): Business Editors

Publication title: Business Wire. New York: Dec 21, 1999. pg. 1

Source type: Wire feed

ProQuest document ID: 47375376

Text Word Count 419

Document URL: http://proquest.umi.com/pqdlink?RQT=309&VInst=PROD&VName=PQD&VType=PQD&sid=5&i

[More Like This](#) [» Show Options for finding similar documents](#)

Abstract (Document Summary)

(BUSINESS WIRE)--Dec. 21, 1999--With Christmas just days away, there's a Web site that simplifies last-minute holiday gift-giving decisions. LiQ.com (www.LiQ.com), the consumer portal Web site from LiQ Inc. (pronounced "like you"), announces the latest feature of its exclusive Shop & Chat technology - online paging.

Full Text (419 words)

Copyright Business Wire Dec 21, 1999

NEW YORK--(BUSINESS WIRE)--Dec. 21, 1999--With Christmas just days away, there's a Web site that simplifies last-minute holiday gift-giving decisions. **LiQ.com** (www.LiQcom), the consumer portal Web site from **LiQ Inc.** (pronounced "like you"), announces the latest feature of its exclusive Shop & Chat technology online paging.

This new feature extends **LiQ's** unique social shopping capability, which lets shoppers easily bring products into private chatrooms to show family members or friends.

Online paging allows consumers to bring others into a private Shop & Chat session, whether they are on the Web or off. In one simple step, visitors can create their own chatrooms on the site and invite as many people as they'd like to participate. Shopping buddies already logged on at **LiQ.com** are "paged" privately, and those who are not are sent an email message. A few clicks later, everyone is shopping together on **LiQ.com**, where they can view a wide variety of products, share information, and reach decisions together.

With this added element of Shop & Chat, common gift-giving dilemmas are quickly solved. "For example, family members going in together on a gift for Dad can all gather online to make a group decision - the titanium putter or the Frank Sinatra CD box set," said Abbas Shah, chairman of **LiQ, Inc.** "Convening a chat session is also a way to get advice on which products to purchase. Deciding what digital camera is best for your brother or which color sweater is right for Aunt Sally is much easier when you can discuss your options with someone who knows."

Social shopping is viewed by many experts as a next evolution in Internet retailing, and **LiQ** has positioned itself at the forefront of this trend by rapidly extending the functionality of its patent-pending Shop & Chat technology to provide benefits to consumers anytime, anywhere - whether they are online or off.

"We're the only place where people can shop together online, and help each other make better buying decisions," said Shah. "Consumers want personal attention and social interaction, and **LiQ** is blazing the trail not only on the Web, but also through other rapidly-evolving channels of communication as well."

Founded in early 1999, **LiQ Inc.**, the pioneer of online "social shopping," is dedicated to enhancing the online shopping and gift-giving experience by bringing people together. **LiQ.com** is a consumer portal Web site that offers online access to more than four million products from over 400 merchants. For more information, contact Matt Nathan at 212-421-8548.

[^ Back to Top](#)

[« Back to Results](#)

[< Previous Document 2 of 2](#)

[Publisher Information](#)

[Print](#)

[Email](#)

[Mark Document](#)

[Abstract](#) , [Full Text](#)

Copyright © 2004 ProQuest Information and Learning Company. All rights reserved. [Terms and Conditions](#)

Text-only interface

From:ProQuest

=====

6/9/5 (Item 3 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2004 The Gale Group. All rts. reserv.

2512389 Supplier Number: 02512389 (THIS IS THE FULLTEXT)
NetGravity to serve FriendFactory ads
(FriendFactory signed up NetGravity's AdServer technology to provide and monitor its direct marketing service E-Notes and serve banners over the site)
New Media Age, p 5
June 17, 1999
DOCUMENT TYPE: Journal ISSN: 1364-7776 (United Kingdom)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 228

TEXT:

by Amy Vickers

Sony 's FriendFactory has signed up NetGravity's AdServer technology to deliver and track its direct marketing service E-Notes and serve banners across the site.

E-Notes, the chat windows downloaded onto desktops, will now feature targeted commercial offers or relevant content messages, according to specific user groups or member profiles.

Pauline Mason, marketing manager at FriendFactory , said: "The messages are going to be very targeted as we don't want to swamp our members with random irrelevant messages. We encourage users to let us know what they're interested in." Mason would not reveal which the other shortlisted ad technology company was.

Although AdServer will also serve online advertising across the FriendFactory service, no advertising sales house has yet been appointed to sell the advertising.

"We're in discussion with two promising agencies at the moment, so we're more optimistic than we were before (in finding an agency that can sell messages on E-Notes), and may not have to set up our own in-house sales team after all," added Mason.

The first advertising messages are expected to be up and running within the next few weeks.

Jitendra Valera, vice president and general manager, European operations for NetGravity, said: "There is a significance in being able to partner with the company that has pioneered the first real direct marketing tool for businesses to target the consumer on a one-to-one basis."

www.friendfactory.co.uk

Copyright 1999 Centaur Communications

COMPANY NAMES: NETGRAVITY; SONY CORP

INDUSTRY NAMES: Advertising Agencies; Business services; Information industry; Online services

PRODUCT NAMES: Advertising NEC (731900); On-line service providers (737500)

CONCEPT TERMS: All company; Orders

MARKETING TERMS: Account activity; All agency

GEOGRAPHIC NAMES: European Union (EUCX); United Kingdom (UNK); Western Europe (WEEEX)

5/9/3 (Item 3 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

Get more
details
on this

01952390 46254142

Land's End site lets pairs shop online

Rosier, Ben

Marketing PP: 4 Nov 4, 1999 CODEN: MARKBC ISSN: 0025-3650 JRNL

CODE:

MAR

DOC TYPE: Periodical; News LANGUAGE: English RECORD TYPE: Fulltext

LENGTH: 1 Pages

SPECIAL FEATURE: Illustration

WORD COUNT: 271

See
in

Int + D

ABSTRACT: Lands' End, the US direct-sell clothing retailer, is to launch its first e-commerce site in the UK next week. The site will feature special software **which allows pairs of consumers to shop together online**, regardless of their location.

TEXT: Lands'End, the US direct-sell clothing retailer, is to launch its first e-commerce site in the UK next week. The site will feature special software which allows pairs of consumers to shop together online, regardless of their location.

The company claims to provide online consumers with a service which has the look and feel of the high street shopping experience with an enhanced level of customer service and personalisation.

Once registered, consumers **can browse the online store in pairs, send each other details of clothing items and exchange advice in real time using special messaging software.**

The site will also feature a human personal shopping assistant, offering customers advice on different combinations of garments and gift ideas for special occasions. The service is similar to offline schemes provided by several traditional department stores.

The move is part of a plan by

Lands'End site: allows consumers to shop together in 'real' environment

the retailer to revamp its image and extend its appeal to younger audiences.

The site will be promoted through an offline campaign created by BDH, taking in bus advertising, outdoor and print activity. Media is being handled by MediaCom.

Lands' End launched its US e-commerce site in 1995 and now sells a full range of clothing, as well as home furnishings and gifts, online. Over the past financial year, its online sales increased threefold to \$61m (38m). But its online business is still dwarfed by its catalogue sales - total sales across the group last year reached \$1.37 bn (856m).

The company faces stiff competition from Arcadia owned shopping portal Zoom, which incorporates brands such as Principles, Top Shop and catalogue brand Racing Green.

THIS IS THE FULL-TEXT. Copyright Haymarket Publishing LTD. Nov 4, 1999
COMPANY NAMES:

Lands End Inc DUNS: 02-519-7609

GEOGRAPHIC NAMES: United Kingdom; UK

DESCRIPTORS: Catalogs; Service introduction; Web sites; Electronic commerce

CLASSIFICATION CODES: 9175 (CN=Western Europe); 9000 (CN=Short Article);
8390 (CN=Retailing industry); 7500 (CN=Product planning & development);
5250 (CN=Telecommunications systems)

PRINT MEDIA ID: 26261

DIALOG(R)File 640:San Francisco Chronicle
(c) 2004 Chronicle Publ. Co. All rts. reserv.

10719046

BIG BUDDY IS WATCHING YOU

San Francisco Chronicle (SF) - SUNDAY, August 6, 2000

By: Cheryll Aimee Barron

Edition: SUNDAY Section: EDITORIAL Page: 9

Word Count: 967

MEMO:

OPEN FORUM

Cheryll Aimee Barron is a writer who lives in California.<

TEXT:

I HAVE BEEN HACKED. The password to my e-mail account has been stolen. The thief, an Internet spy, is monitoring my movements from site to site.

These are facts I have been forced to absorb over the past five weeks.

Before that, I had scanned the words "Internet security" or "Internet privacy" in newspaper reports in the same way I do "nuclear threat" -- with an uneasy sensation of boredom serving to cloak and insulate me from anxiety.

Because my Internet service provider is America Online, the images insistently floating through my head in the small hours of the morning lately are of the crop duster chase in "North by Northwest." What they share with the invasion of my privacy is improbability. The crop duster plane looks innocent -- clunkily cute and out of place in a thriller.

No Internet service provider ever seemed to me more innocent than AOL, its kindergarten-bright graphics and menus as innocuous as McDonald's golden arches, its idiot-simple computer commands gleefully mocked for five years by the digital sophisticates I know. And then, because I always have the sound turned off on my computer, there's the eerie parallel of silence in my stalking: In an inspired piece of scoring, Hitchcock's audience hears nothing, not even the faintest note of background music, in that scene.

The parallel breaks down when I consider the particulars of the movie's plot, in which the stalker is -- like most computer hackers -- a stranger; in fact, the plot turns into a case of mistaken identity, because the Cary Grant hero is not the FBI agent who is the real quarry.

My Internet spy is a friend of mine -- a most sinister friend.

The first sign I had of something being amiss was that I couldn't turn off AOL's Buddy List instant messaging service, designed to tell people who use it when their friends get on and off the Internet and lets them interrupt each other's online sessions with miniature memos.

Long a writer working at home who needs high barriers to social distraction to get anything done, I have found nothing on the Internet as maddening as instant messaging. I asked all senders of Buddy messages to take me off their lists, and all of them did -- except for the snoop.

I telephoned AOL's technical support line and was told that removing the Buddy software altogether from my account was impossible, "because 90 percent of our customer base loves this feature." I could, however, disable it by going online and switching my "Buddy preference" from "allow" to "block."

A few days after following these instructions, a Buddy message from the spy appeared on my screen. I stared at it disbelievingly, checked my Buddy preference and discovered that it had been reversed -- or had it? I wondered if I was dreaming, but anyway went in and reset it. In the busy weeks that followed, I occasionally rechecked my Buddy setting -- either because I had another unwelcome Buddy note, or simply because I had a spare moment to look it up.

"Block" was unfailingly altered to "allow."

Then came the clincher. Reading a book review at the New York Times Web site, I clicked on the hyperlink for that book's first chapter. No sooner had the first page appeared than a Buddy message dropped down at the top left-hand corner of my screen, saying, "So why haven't you read this already?" Only the day before, I had had a telephone conversation about the book with the sender of this electronic Post-it note, the unstoppable Buddy messenger himself, who also happens to be a friend of the book's author.

AOL technicians and their supervisors -- as well as a Toronto-based computer virus expert at Norton Utilities and the computer hacker and espionage specialist at the sheriff's office in the rural California county where I live part-time -- have all come to the same conclusion about the spy's probable modus operandi. AOL has for years been vulnerable to a password-stealing virus -- easily transmitted by e-mail, for which, an AOL technician told me, the company has found no cure.

Using my screen name and password, the spy has exploited a security gap in AOL's Buddy messaging system to interfere with my Buddy software controls. Because I cannot turn off instant messaging, **I pop up on the spy's Buddy list whenever I go online. So cued, he turns on a program that allows him to monitor everything I do on the Web with surveillance software,** I've been horrified to learn, that anyone can buy. ("PC Tools" is the name of one such program, I gathered from yet another AOL technician.) **That was how he was able to watch me at the New York Times site, scrolling down the book review.**

There has, over the last few days, been a fully warranted media flap about companies invading computer owners' privacy with "spyware," programs that surreptitiously gather data from consumers' machines and track their Internet wanderings, supposedly to refine their market research. And there has been an even bigger uproar about the FBI's new Internet wiretapping system, designed for sneaky searches of the e-mail of criminal suspects.

Thanks to George Orwell, we've been expecting something like this for the 51 years since he introduced us to Big Brother in "1984" -- easily projected, in our imaginations, onto large and powerful corporations or government security agencies. What a shock to discover that we must also dread Big Buddy, a friend with a sense of privacy and limits utterly alien to our own, able to strip us down to our mental underwear, our shifting psychological preoccupations, at will -- and that no law exists to stop him

CAPTION:
GRAPHIC

Dan Hubig
The Chronicle

Copyright 2000 The San Francisco Chronicle



5/9/18 (Item 7 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2004 The Gale Group. All rts. reserv.

02244691 Supplier Number: 57836946 (THIS IS THE FULLTEXT)
LiQ Inc. Pioneers a New Form of Online Shopping With the Launch of LiQ.com;
Unique Shop & Chat Technology Allows Customers to Shop Together
Online .

Business Wire, p1496

Nov 30, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 501

TEXT:

NEW YORK--(BUSINESS WIRE)--Nov. 30, 1999--

Online shopping just got friendlier with the launch of LiQ.com (www.LiQ.com). The new consumer portal Web site from LiQ, Inc. (pronounced "like you") pioneers a new concept in E-commerce - "social shopping."

Just in time for the holidays, LiQ.com features unique Shop & Chat technology that allows customers to **Shop Together (TM) online** .

Customers can bring items into private chatrooms to show and discuss with friends, choosing among more than four million products from over 400 merchants. This patent-pending Shop & Chat feature is extremely helpful for people buying gifts together for relatives or mutual friends.

"Our mission is to enhance the online shopping and gift-giving experience by bringing people together," said Abbas Shah, chairman and CEO of LiQ Inc. "We've developed cutting-edge technology to let customers collaborate securely with family or friends in online buying decisions."

LiQ's Shop & Chat feature enables shoppers to chat online with each other while displaying the same product simultaneously on their respective Web browsers, complete with pictures and detailed product information. Any of the people participating in a particular Shop & Chat room can bring products in for others to see, and can purchase any products brought into that room. Additionally, people can find other LiQ shoppers in the chat area and show each other products as they exchange information about brand preferences, product performance, or which features may best suit their

needs. The ability to communicate with another live person is very important in online buying, according to Jupiter Communications, whose research indicates that 90% of online customers prefer real-time human interaction in their Internet shopping experience.

"The next revolution on the Internet will be in personal attention and customer service, and we are at the forefront," says Shah. LiQ.com also features intelligent search capabilities and a user-friendly "everything-on-one-page" interface that makes the shopping experience very convenient for customers. All purchases are secure with private transaction processing. Shah's plans for the site include live shopping advice from experts, group-buying discounts, gift services, and the development of "shopping communities."

Shah, a veteran Wall Street entrepreneur, has positioned LiQ.com for rapid growth. According to the Web market research firm eMarketer, online retail revenues will increase by 784% over the next four years, reaching \$35.3 billion in sales by 2002. LiQ competes by excelling at what researchers such as eMarketer have found to be key factors in customers' purchase decisions: convenience, security, variety, price - and above all, social relationships and the human connection. "At LiQ, we've made it as simple as possible for customers to shop socially," said Shah, "from our 'one page' interface that puts everything they need within easy reach, to our comprehensive listing of brand-name products conveniently organized into categories, to our intuitive shopping cart. Best of all, and what makes LiQ an E-commerce pioneer, is the ability to Shop Together."

Founded in early 1999, the company initially launched the LiQ.com Web site in October. For more information contact Matt Nathan at 212-421-8548.

COPYRIGHT 2000 Gale Group

COPYRIGHT 1999 Business Wire

PUBLISHER NAME: Business Wire

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

[Handwritten signature]

5/9/16 (Item 5 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2004 The Gale Group. All rts. reserv.

02268800 Supplier Number: 58388761 (THIS IS THE FULLTEXT)
LiQ.com Reaches Milestone of 10,000 Registered Users; E-Commerce Pioneer
Sees Accelerating Growth for Online Social Shopping.

Business Wire, p1169

Dec 28, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 377

TEXT:

Business/Technology Editors

NEW YORK--(BUSINESS WIRE)--Dec. 28, 1999

On Christmas Day, online shopping innovator LiQ, Inc.(pronounced "like you") reached the milestone of 10,000 registered users for its recently-launched LiQ.com Web site and Shop Together (tm) service.

The LiQ site has grown its registered user-base by 233% since the beginning of the month, and the pace of growth is accelerating. The average number of new users registering per week is up 600% on a month-to-month basis. Overall traffic to the site also has increased with 2.75 million hits registered to date in December.

Available only at www.LiQ.com, **LiQ's patent-pending Shop Together technology represents a new mode of e-tailing called Social Shopping(tm),**

which LiQ, Inc. has pioneered. The service provides a simple way for shoppers to bring products into private chatrooms for viewing and discussion with family members or friends.

"Online shopping will no longer be a solitary experience," predicts Abbas Shah, founder and chairman of LiQ, Inc. "The power of the Internet is that it brings people together. As we move into a new millennium, LiQ is harnessing that power to help consumers connect and collaborate."

Shah, a veteran Wall Street entrepreneur, sees many benefits to Social Shopping. "Our customers can share information to make better decisions, stay connected with friends, and create new communities of interest. LiQ is the only place on the Web where you can window-shop many stores with friends who are scattered around the globe."

Many e-commerce experts view Social Shopping as the next-stage evolution in Internet retailing. Research by Jupiter Communications indicates that 90% of online customers prefer real-time human contact in their Internet shopping experience. LiQ has positioned itself at the forefront of this trend, tapping into the growing demand of online shoppers for social interaction. **The company is rapidly extending the functionality**

of Shop Together to include new features like online paging, which was announced last week.

Founded in early 1999, LiQ Inc., the pioneer of online Social Shopping, is dedicated to enhancing the online shopping and gift-giving experience by bringing people together. LiQ.com is a consumer Web portal that offers online access to more than four million products from over 400 merchants. For more information, contact Matt Nathan at 212-421-8548.

COPYRIGHT 2000 Gale Group

COPYRIGHT 1999 Business Wire

PUBLISHER NAME: Business Wire

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)